

ALEXIE MALLOY

Brand & Marketing Specialist | Creative Strategist | Integrated Campaigns
Hey@whereslexie.com | whereslexie.com | Philadelphia, PA

Marketing strategist and multidisciplinary creative professional with 10+ years of experience developing integrated campaigns, audience-focused storytelling, and brand initiatives that support business growth. Experienced translating market insights into compelling content and measurable outcomes across digital, print, email, web, and event marketing. Adept at collaborating across teams to align brand strategy, communications, and creative execution with organizational goals.

CORE SKILLS

Brand Strategy • Integrated Marketing Campaigns • Content Strategy & Development • Brand Messaging
• Audience Insights • Cross-Channel Marketing (Email, Digital, Print, Web) • Marketing Analytics • Event & Sponsorship Marketing • Cross-Functional Collaboration • Creative Direction • AI-Enhanced Marketing Workflows

EXPERIENCE

Snapfish (Shutterfly Inc.) — Creative Designer II | 08/2020– Present

- Led full email rebrand delivered in under two months, strengthening modular systems and improving lifecycle marketing performance.
- Drove +25% YoY holiday revenue (ROAS 4.16) and +17% engagement lift across key seasonal campaigns.
- Co-developed direct mail photo book initiative generating \$51K incremental revenue, +10% audience lift, and +3.6 AOS.
- Leading regional execution of global website rebrand across Germany, Italy, and France within phased international rollout spanning US, UK/Ireland, Austria, and New Zealand.
- Built internal knowledge systems including training frameworks, asset libraries, and weekly alignment sessions to improve cross-functional efficiency.
- Founded ShutterColors ERG, facilitating ongoing programming to strengthen inclusion, engagement, and internal community alignment.

Graphic Designer (Contractor) — Anacostia Community Museum, Smithsonian Institution | 02/2026 – Present

- Design branded digital and print marketing materials supporting museum exhibitions, cultural programming, and community engagement across social media, paid advertising, Eventbrite, and exhibition communications.
- Led creative execution for ACM's Juneteenth campaign, including stage design, environmental signage, and event marketing assets, while developing scalable templates that maintain Smithsonian and ACM brand standards

Independent Contractor — Brand Designer & Art Director | 2017 – Present

Partner with emerging and established brands across beauty, retail, and editorial sectors to develop identity-driven storytelling systems that support launch, growth, and customer engagement.

- Led end-to-end brand strategy and creative execution including identity systems, campaign direction, and digital commerce experiences.
- Directed photoshoot art direction and visual storytelling for multi-platform brand launches.
- Supported Shopify and Squarespace builds aligned with brand positioning and conversion strategy.

Lansdowne Resort & Spa — Marketing Manager | 07/2018 – 02/2020

Directed integrated marketing campaigns and cross-functional creative partnerships driving brand awareness and guest engagement.

- Produced 500+ visual assets in collaboration with photographers supporting brand refresh initiatives.
- Conceptualized and supported execution of Winter WonderLansdowne campaign managing \$93K media investment and increasing F&B engagement and event attendance.

eGlobal Tech (DHS, TSA) — Communications Consultant | 05/2017 – 06/2018

Developed compliant, high-visibility communications supporting federal agency events and stakeholder engagement.

- Created marketing and communications materials for national-level agency initiatives.
- Managed quality control processes ensuring consistency and compliance across external-facing content.

EDUCATION

Master of Professional Studies, Marketing — LIM College, 2019
Bachelor of Arts, Communications — Salisbury University, 2016

TOOLS

Adobe Creative Suite | Figma